

Station KSL-TV SALT LAKE CITY
 Advertiser () NRCC-NATL REPUB CONG
 Product NRCC IE 2012
 Estimate# 2604
 Buyer TRACEY ROBINSON
 Phone#
 Fax#

Agency () NATIONAL MEDIA RESEARCH PLANNING Rep Firm
 815 SLATERS LANE Sales Office () WASHINGTON
 ALEXANDRIA, VA 22314 Salesperson () JAMIE ANDRUS
 Agency C/P1/P2/E 155/426/2604
 Flight Dates 10/19/2012 - 10/25/2012 Salesperson Phone# 202-872-1155
 Hiatus Weeks Salesperson FAX#

Ln	Day	Program	Time	Len	Dates	Spots/Week	Rate	Total Spots
18	M-TH	RACHAEL RAY	10A-11A	:30	10/22-10/25	4	\$180.00	4
Rating: 1.4								
22	F	KSL 5 NWS-NOON	12P-1P	:30	10/19-10/19	1	\$200.00	1
Rating: 1.2								
23	M-TH	KSL 5 NWS-NOON	12P-1P	:30	10/22-10/25	4	\$200.00	4
Rating: 1.2								
27	F	KATIE COURIC	4P-5P	:30	10/19-10/19	1	\$160.00	1
Rating: 1.6								
28	M-TH	KATIE COURIC	4P-5P	:30	10/22-10/25	4	\$160.00	4
Rating: 1.6								
32	F	KSL 5 NWS AT 5	5P-530P	:30	10/19-10/19	1	\$400.00	1
Rating: 2.8								
33	M-TH	KSL 5 NWS AT 5	5P-530P	:30	10/22-10/25	4	\$400.00	4
Rating: 2.8								
37	F	KSL 5 NWS AT 6	6P-630P	:30	10/19-10/19	1	\$500.00	1
Rating: 3.8								
38	M-TH	KSL 5 NWS AT 6	6P-630P	:30	10/22-10/25	4	\$500.00	4
Rating: 3.8								
42	SA	KSL 5 NWS AT 6	6P-630P	:30	10/20-10/20	1	\$225.00	1
Rating: 2.4								

Buyline Comment: 1/DAY

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60	SU	SPORTS BEAT SU	1035P-11P	:30	10/21-10/21	1	\$475.00	1
Rating: 4.4								
61	W-TH	STUDIO 5	11A-12P	:30	10/24-10/25	2	\$400.00	2
Rating: 6.7								

---REPORT TOTALS---
Report Totals: 65 / \$31,825.00

---SALES MONTHLY TOTALS---
Oct 12: 65 / \$31,825.00
Sales Totals: 65 / \$31,825.00
Station Totals: 65 / \$31,825.00
Lines not sent/rcld/rtrn: 0 / \$0.00

Market Totals	\$106,083	CABL 0%	KJZZ 0%	KSL 30%	KSTU 0%	KTVX 0%
		KUCW 0%	KUTV 0%	UNKN 70%		

Books null

Demos RA35+